



Pink Ribbons, Inc.: Breast Cancer and the Politics of Philanthropy

Samantha King

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“Samantha King explains how, beyond being an all-too-frequent and still-too-lethal disease for many women, breast cancer is a corporate dream come true.” —Herizons

“Fascinating. King’s deft and thoughtful interpretation of the pink ribbon phenomenon is an important wake-up call. Going against the grain, she takes a clear-eyed look at a trend that often seems to outshine the disease that put it on the map.” —Women’s Review of Books

“King’s criticisms of breast-cancer philanthropy provide a new means of looking at one of our culture’s most celebrated causes. For anyone who has ever squirreled away yogurt lids for the cause, Pink Ribbons, Inc. is food for thought.” —Bitch

“A fascinating read for anyone whose life has been touched by breast cancer.” —Curve

“Breast cancer advocacy is being transformed from meaningful civic participation into purchasing products. To understand the personal, social, and political costs, read this book.” —Barbara Brenner, Executive Director of Breast Cancer Action

In *Pink Ribbons, Inc.*, Samantha King traces how breast cancer has been transformed from a stigmatized disease and individual tragedy to a market-driven industry of survivorship. Here, for the first time, King questions the effectiveness and legitimacy of privately funded efforts to stop the epidemic among American women. Highly revelatory—at times shocking—*Pink Ribbons, Inc.* challenges the commercialization of the breast cancer movement.

Samantha King is associate professor of physical and health education and women’s studies at Queen’s University, in Kingston, Ontario

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From reader reviews:

Claudia Kelley:

Spent a free time for you to be fun activity to complete! A lot of people spent their leisure time with their family, or their very own friends. Usually they doing activity like watching television, planning to beach, or picnic from the park. They actually doing same every week. Do you feel it? Do you need to something different to fill your own personal free time/ holiday? Might be reading a book could be option to fill your free time/ holiday. The first thing you will ask may be what kinds of e-book that you should read. If you want to test look for book, may be the publication untitled Pink Ribbons, Inc.: Breast Cancer and the Politics of Philanthropy can be very good book to read. May be it could be best activity to you.

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A lot of people always spent their own free time to vacation as well as go to the outside with them loved ones or their friend. Did you know? Many a lot of people spent these people free time just watching TV, or playing video games all day long. If you would like try to find a new activity this is look different you can read a new book. It is really fun in your case. If you enjoy the book which you read you can spent all day long to reading a reserve. The book Pink Ribbons, Inc.: Breast Cancer and the Politics of Philanthropy it is quite good to read. There are a lot of people who recommended this book. These folks were enjoying reading this book. When you did not have enough space to create this book you can buy the particular e-book. You can m0ore very easily to read this book out of your smart phone. The price is not very costly but this book offers high quality.

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